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## You Can't Rewind Childhood

Studies show that after the first 2000 days, your child's brain is already 90% developed. So stop, unplug and push play — whether that's talking, laughing, reading or anything you want to do together. It's the only way to teach your child the social and cognitive skills he will need for the rest of his life.

▶ [StopAndPlay.org](http://StopAndPlay.org)

COORDINATING BOARD FOR  
EARLY CHILDHOOD

